Jacked! Jackfruit Jerky
EXECUTIVE SUMMARY

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PROJECT DESCRIPTION

Jacked jackfruit jerky is a plant-based alternative to the traditional meat or beef jerky. Our goal is to provide a delicious nutrient dense snack while also being sustainable and 100% vegan. Our sustainability starts with our packaging and ends with delicious ingredients that do not harm our environment. Jackfruit is a fruit native to tropical Asia and has supplied populations with nutrients due to its high levels of carbohydrates and fiber.

VALUE PROPOSITION / SOLUTION

Our jerky provides plant-based eaters as well as environmentally conscious people with a tasty snack option while not having to worry about harming animals nor the environment. Our sustainability stems from our packaging as we aim to stray away from single-use plastics. Our sustainability ends with using ethically responsible ingredients.

CONTEXT AND BACKGROUND

We chose to use Jackfruit due to its meaty consistency similar to pulled pork or chicken. Jackfruit is a truly sustainable crop. It is grown on trees which don’t require irrigation. It doesn’t require pesticides or herbicides. Like coffee, jackfruit is a shade crop which can be intergrown with other crops to create regenerative eco-systems. Beef requires 1,800 to 5,000 gallons of water and 7 pounds of grain feed to produce just one pound of beef. The number of environmentally conscious people are growing substantially. Our product aims to meet the need of not only environmentalists but also plant-based and health-conscious consumers.

PROTOTYPE / MVP
We currently have three flavors that are ready to be tested as a MVP. They consist of Sweet n’ Spicy Black Pepper, BBQ, and Malaysian Chili.

MARKETS & SCALABILITY

The primary target market for this product are people between the ages 20-40. We need to conduct more research in order to get a precise age and demographic. The target purchaser consists of consumers identifying as vegan, plant-based, and health-conscious. The plant-based market size is rising at a compounded rate of 8.7% annually and is expected to reach $73.61 billion by 2028. The healthy snack market is expected to reach $32.88 billion by 2025. In the future, we plan on scaling by either hiring a co-packer or looking into leasing a manufacturing facility. Our costs range from $.85-$2 per 2.2oz of jerky depending on the flavor. We are working to cut costs by experimenting with different ingredients. We aim to sell one package between the price of $4.99-$7.00.

CUSTOMER ACQUISITION

Our customer acquisition will be through online sales and by wholesaling to retailers. We want to start by promoting our product at vegan markets/festivals and also regular food markets. We aim to build a strong social media platform which will foster our mission of sustainability. Our goal is to give back to the community by supporting local animal shelters and other environmental/wildlife rehabilitation efforts. We plan on selling B2C through our website.

COMPETITION

There are competitors in the space of vegan jerkies. One popular ingredient used is mushrooms and we acknowledge that there is success in that space. Right now, there are a few players in the jackfruit space. One of the biggest competitors produces a 2.2oz bag of jackfruit jerky for $8.99. We believe our jerky is far better in terms of taste, quality of ingredients and eventually, price. We believe that our values and mission will capture more attention from the consumer.

TEAM REFLECTION

What worked well for us as a team?

This project started just two months ago. My team consists of me and my father. He has over 40 years of experience working as an Executive chef. He has earned a Michelin star in his time cooking and has helped tremendously when it came time to experiment with different flavors. We have used various recipes and influences from around the world to come up with unique flavors. This has been a tremendous help in terms of getting a MVP going.
What did not work well for us as a team?

One thing that we could improve on is acknowledging that the ingredients we use are sometimes too expensive. We can cut costs by substituting certain ingredients for more cost-efficient ingredients.

What would we do differently next time?

We want to continue to experiment and try to streamline our process as right now it can be time consuming.

IF APPLICABLE: INTELLECTUAL PROPERTY

None at the moment.